

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> KUTV-TV      Salt Lake City-Ogden	<b>Date:</b> 10/29/2012
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I, Media Strategies and Research,  
being/on behalf of: Jim Matheson, a legally  
qualified candidate of the Democratic political  
party for the office of: U.S. Congress  
in the General  
election to be held on: Tuesday, November 06, 2012  
do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Tuesday, October 30, 2012			Tuesday, November 06, 2012		

**Total Charges: \$8,420.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Matheson for Congress

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Allen Sims

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

Monday, October 29, 2012

Date



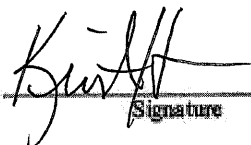
Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

KRISTEN HENDERSON

Printed Name

POLITICAL ADVERTISING SPECIALIST

Title



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

## Contract # 1402512

**Schedule Dates** 10/30/12-11/06/12  
**Advertiser** Matheson for Congress (73730)  
**Agency** Media Strategies & Research-Denver (1374)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** October 30 through November 6 KUTV (482998)  
**Salesperson** Henderson, Kristen (2948)  
**Sales Office** KUTV/KMYU  
**Buyer Name** /  
**Phone/Fax** /  
**CPE** 12998  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments**

Media Strategies & Research-Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

**Date Entered** 10/29/12  
**Last Modified** 10/29/12  
**Entered By** Chantrayce Diehl  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,263.00  
**Net Total** \$7,157.00  
**Sales Tax**

## Salt Lake City (KUTV)

By Broadcast Month	Spots	Rate
Nov. 2012	30	\$8,420.00
<b>Grand Total:</b>	<b>30</b>	<b>\$8,420.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/31/12-11/02/12	3	:30	5A- News-2 News This Morning 5a				1		1			2	\$100.00	\$200.00	Salt Lake City (KUTV)		10/29/12
2.0	Normal Line / News	10/30/12-11/01/12	1	:30	5:30A- News-2 News This Morning 530a			1		1				2	\$350.00	\$700.00	Salt Lake City (KUTV)		10/29/12
3.0	Normal Line / News	10/30/12-10/31/12	3	:30	6A- 8A (MST)			1	1					2	\$275.00	\$550.00	Salt Lake City (KUTV)		10/29/12
4.0	Normal Line / News	11/05/12-11/05/12	3	:30	6A- 8A (MST)		1							1	\$275.00	\$275.00	Salt Lake City (KUTV)		10/29/12
5.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	8A- CBS-This Morning (New Title)			1		1	1			3	\$135.00	\$405.00	Salt Lake City (KUTV)		10/29/12
6.0	Normal Line / SPOT	11/05/12-11/06/12	3	:30	8A- CBS-This Morning (New Title)		1	1						2	\$135.00	\$270.00	Salt Lake City (KUTV)		10/29/12
7.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	8A- CBS-News Sunday Morning								1	1	\$300.00	\$300.00	Salt Lake City (KUTV)		10/29/12
8.0	Normal Line / News	11/05/12-11/05/12	3	:30	12P- News-2 News at Noon		1							1	\$135.00	\$135.00	Salt Lake City (KUTV)		10/29/12
9.0	Normal Line / SPOT	10/30/12-11/02/12	5	:30	3P- Ricki Lake			1	1	1	1			4	\$125.00	\$500.00	Salt Lake City (KUTV)		10/29/12
10.0	Normal Line / SPOT	11/05/12-11/05/12	5	:30	3P- Ricki Lake		1							1	\$125.00	\$125.00	Salt Lake City (KUTV)		10/29/12
11.0	Normal Line / News	10/30/12-11/01/12	3	:30	4P- News-2 News at 4p			1	1	1	1			2	\$175.00	\$350.00	Salt Lake City (KUTV)		10/29/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

PAYMENT RECEIVED

10/29/12



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Media Strategies & Research-Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

## Contract # 1402512

### Schedule Dates

10/30/12-11/06/12

### Advertiser

Matheson for Congress (73730)

### Agency

Media Strategies & Research-Denver (1374)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

October 30 through November 6 KUTV (482998)

### Salesperson

Henderson, Kristen (2948)

### Sales Office

KUTV/KMYU

### Buyer Name

/

### Phone/Fax

### CPE

12998

### Account Types

Local/Political Candidate Agency BRD

### Billing Type

Standard

### Comments

Date Entered 10/29/12

Last Modified 10/29/12

Entered By Chantrayce Diehl

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$1,263.00

Net Total \$7,157.00

Sales Tax

## Salt Lake City (KUTV)

By Broadcast Month Spots Rate

Nov. 2012 30 \$8,420.00

Grand Total: 30 \$8,420.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / News	11/05/12-11/05/12	3	:30	4P- News-2 News at 4p	1	1							1	\$175.00	\$175.00	Salt Lake City (KUTV)		10/29/12
13.0	Normal Line / News	10/31/12-11/02/12	3	:30	4:30P- News-2 News at 430p			1	1	1				2	\$200.00	\$400.00	Salt Lake City (KUTV)		10/29/12
14.0	Normal Line / SPOT	10/31/12-10/31/12	3	:30	6:30P- Entertainment Tonight			1	1					1	\$475.00	\$475.00	Salt Lake City (KUTV)		10/29/12
15.0	Normal Line / Prime	10/30/12-10/30/12	5	:30	7P- CBS-NCIS (Tuesday)		1							1	\$1,500.00	\$1,500.00	Salt Lake City (KUTV)		10/29/12
16.0	Normal Line / News	11/03/12-11/03/12	5	:30	10P- News-2 News at 10p						1			1	\$500.00	\$500.00	Salt Lake City (KUTV)		10/29/12
17.0	Normal Line / News	11/04/12-11/04/12	3	:30	10P- News-2 News at 10p							1		1	\$900.00	\$900.00	Salt Lake City (KUTV)		10/29/12
18.0	Normal Line / SPOT	10/31/12-10/31/12	3	:30	10:35P- CBS-The David Letterman Show			1	1					1	\$285.00	\$285.00	Salt Lake City (KUTV)		10/29/12
19.0	Normal Line / Football	11/03/12-11/03/12	3	:30	7P- 10P (MST)							1		1	\$375.00	\$375.00	Salt Lake City (KUTV)		10/29/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



# Station Order Revised Add to Schedule

## Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Tuesday, October 30, 2012 to Tuesday, November 06, 2012

12998

**Contact:** Kristen Henderson

**Phone:** 801-839-1234

**Email:** KHenderson@kutv2.com

**Fax:** 801-839-1101

**Direct:** 801-839-1119

### KUTV-TV

Program Name	DP	Days Length	Gross Rate	Tue Oct 30	Wed Oct 31	Thu Nov 01	Fri Nov 02	Sat Nov 03	Sun Nov 04	Mon Nov 05	Tue Nov 06	Total
KUTV 5a News	EM	M-F	\$100.00		1		1					2
5:00 AM 5:30 AM		30	\$200.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
KUTV 5:30a News	EM	M-F	\$350.00	1		1						2
5:30 AM 6:00 AM		30	\$700.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
KUTV 6a News	EM	M-F	\$275.00	1	1					1		3
6:00 AM 8:00 AM		30	\$825.00									
CBS This Morning	EM	M-F	\$135.00	1		1	1			1	1	5
8:00 AM 9:00 AM		30	\$675.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
CBS Sunday Morn	EM	Su	\$300.00						1			1
8:00 AM 9:30 AM		30	\$300.00									
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV Noon News	DT	M-F	\$135.00							1		1
12:00 PM 1:00 PM		30	\$135.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
Ricki Lake	EF	M-F	\$125.00	1	1	1	1			1		5
3:00 PM 4:00 PM		30	\$625.00									
KUTV 4p News	EN	M-F	\$175.00	1		1				1		3
4:00 PM 4:30 PM		30	\$525.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
KUTV 4:30p News	EN	M-F	\$200.00		1		1					2
4:30 PM 5:00 PM		30	\$400.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
Ent Tonight	PA	M-F	\$475.00		1							1
6:30 PM 7:00 PM		30	\$475.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
NCIS	PT	Tu	\$1,500.00	1								1
7:00 PM 8:00 PM		30	\$1,500.00									
Saturday 10p News	LN	Sa	\$500.00					1				1
10:00 PM 10:35 PM		30	\$500.00									

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 10/29/2012 4:12:48 PM

KUTV-TV

Page 1 of 2

suzannel@mediastategies.com



# Station Order Revised Add to Schedule

## Matheson for Congress 2012

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**Flight Dates:** Tuesday, October 30, 2012 to Tuesday, November 06, 2012

12998

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**Phone:** 801-839-1234

**Email:** KHenderson@kutv2.com

**Fax:** 801-839-1101

**Direct:** 801-839-1119

### KUTV-TV

Program Name	DP	Days Length	Gross Rate	Tue Oct 30	Wed Oct 31	Thu Nov 01	Fri Nov 02	Sat Nov 03	Sun Nov 04	Mon Nov 05	Tue Nov 06	Total
Sunday 10p News	LN	Su 30	\$900.00						1			1
10:00 PM 10:35 PM			\$900.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
Letterman	LF	M-F 30	\$285.00		1							1
10:35 PM 11:35 PM			\$285.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
NCAA Football	SP	Sa 30	\$375.00					1				1
7:00 PM 10:00 PM			\$375.00									
11/03:Alabama vs LSU												
<b>Station Gross Totals</b>			<b>\$8,420.00</b>	<b>6</b>	<b>6</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>5</b>	<b>1</b>	<b>30</b>

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KUTV 5a News	EM	M-F	\$100.00 <i>OK</i>		1		1					2
5:00 AM 5:30 AM		30	\$200.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
KUTV 5:30a News	EM	M-F	\$150.00 <i>1350</i>	1		1						2
5:30 AM 6:00 AM		30	\$300.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
KUTV 6a News	EM	M-F	\$275.00 <i>OK</i>	1	1					1		3
6:00 AM 8:00 AM		30	\$825.00									
CBS This Morning	EM	M-F	\$135.00 <i>OK</i>	1		1	1			1	1	5
8:00 AM 9:00 AM		30	\$675.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
CBS Sunday Morn	EM	Su	\$300.00 <i>OK</i>						1			1
8:00 AM 9:30 AM		30	\$300.00									
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV Noon News	DT	M-F	\$135.00 <i>OK</i>							1		1
12:00 PM 1:00 PM		30	\$135.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
Ricki Lake	EF	M-F	\$125.00 <i>OK</i>	1	1	1	1			1		5
3:00 PM 4:00 PM		30	\$625.00									
KUTV 4p News	EN	M-F	\$175.00 <i>OK</i>	1		1				1		3
4:00 PM 4:30 PM		30	\$525.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
KUTV 4:30p News	EN	M-F	\$200.00 <i>OK</i>		1		1					2
4:30 PM 5:00 PM		30	\$400.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
Ent Tonight	PA	M-F	\$475.00 <i>OK</i>		1							1
6:30 PM 7:00 PM		30	\$475.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
NCIS	PT	Tu	\$1,500.00 <i>OK</i>	1								1
7:00 PM 8:00 PM		30	\$1,500.00									
Saturday 10p News	LN	Sa	\$500.00 <i>OK</i>					1				1
10:00 PM 10:35 PM		30	\$500.00									

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Sunday 10p News	LN	Su 30	\$900.00 <i>OK</i>						1			1
10:00 PM 10:35 PM			\$900.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
Letterman	LF	M-F 30	\$285.00 <i>OK</i>		1							1
10:35 PM 11:35 PM			\$285.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
NCAA Football	SP	Sa 30	\$375.00 <i>OK</i>					1				1
7:00 PM 10:00 PM			\$375.00									
11/03:Alabama vs LSU												
<b>Station Gross Totals</b>			<b>\$8,020.00</b>	<b>6</b>	<b>6</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>5</b>	<b>1</b>	<b>30</b>

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